

Bringing new life to water

Having introduced its unique water systems to over one million homes in Japan, Nihon Trim has expanded into agriculture and healthcare, where it is developing electrolyzed hydrogen water-based treatments for disease prevention.



"Our mission as a leading company in the field of electrolyzed hydrogen water is to contribute to global human health by water-focused healthcare"

Shinkatsu Morisawa,
President, Nihon Trim

"Water is life," so goes the age-old saying. And for Japanese company Nihon Trim, developing water with superior functional properties to support the extension of life and prevention of illnesses has been its mission since its establishment in 1982.

Today, Nihon Trim's electrolyzed hydrogen water ap-

paratus, the 'Trim Ion', can be found in over one million households in Japan. And that number will continue to grow, both at home and abroad, where the company is looking to expand in the Chinese and U.S. markets over the coming years.

Aside from eliminating impurities and harmful substances, the 'Trim Ion' generates electrolyzed hydrogen water (hereunder 'EHW'), which is known to have several health benefits such as relieving gastrointestinal problems.

"Today, lifestyle related illnesses have become a pressing problem not only in Japan but for all advanced and developing nations. Among the various measures being implemented to increase the longevity of society at large, Nihon Trim believes prevention must play a pivotal role," says president, Shinkatsu Morisawa.

"The daily consumption of quality water is one easy and effective way we can work towards maintaining and improving our health, and we believe that it leads to reduce medical costs in the long run. Our mission as a leading company in the field of EHW, then, is to contribute to global human health by water-focused healthcare."

Expanding to agriculture and healthcare

Drawing on the pioneering research of its R&D team into the untapped potential of EHW, as well as its long-established collaboration with universities and research institutes, Nihon Trim is moving beyond domestic water consumption and expanding in the fields of healthcare and agriculture.

In Japan, the company is working together with local prefectural governments to promote the use of EHW by farmers. For example, yields of paprika grew by 15 percent after the introduction of Nihon Trim's EHW systems used for irrigation in Kochi Prefecture. As for another case with a farmer in Shiga Prefecture, they witnessed significant growth in the size and degree of sweetness of melons. So, farmers are – quite literally – reaping the benefits. Now, the company is also trying to move beyond Japan to introduce its machines to farming customers abroad.

"We have received good acclaims from our customers. For farmers, it is very important, of course, to maximize the volume of the harvested fruits and vegetables, and our system of EHW is efficient in helping them in this way," explains Mr. Morisawa.

Turning to healthcare, the company has developed the electrolyzed water hemodialysis system as a next-generation kidney disease treatment, which it aims to make the global standard less in than 10 years. The benefits of this system have been documented in various reports. According to those, their electrolyzed water hemodialysis system improves the resistance of the body to potential disease. This system has already used not only in Japan but also in a Chinese hospital.

"Given the aging population in Japan, the potential is huge for our expansion. The adoption of EHW systems is still relatively small whereas the studies have shown good results in relation to the maintenance of health. The use of EHW all over the world is our main ambition," explains Mr. Morisawa.

"We are currently leading some studies along with many research institutes both in Japan and abroad, such as the University of Tokyo, Tohoku University and Karolinska Institutet in Sweden, to elucidate the features of functional water. By doing so, we hope to see results coming very soon. It is just a matter of time. Overall, we aim to contribute to the health and happiness of all human beings with our "electrolyzed hydrogen water".

We create healthier and more comfortable lives for everyone



From drinking to medical and food products based on electrolyzed hydrogen water, we aim to become the company that challenges the world.

www.nihon-trim.co.jp/english/

